

WEB AD RATES

LEADERBOARD (HORIZONTAL BANNER)

728x90 pixels \$125/wk

Put your ad at the top of the page. With this high-profile position, your ad will appear throughout the **PlantCityObserver.com** website (ROS – Run of Site). Attract even more attention by employing the latest rich-media technology in your message. Click-through directly to your website or online version of your current print ad.

SKYSCRAPER

160x600 pixels \$100/wk

Deliver your message adjacent to our content – the Skyscraper ad appears on the **PlantCityObserver.com** homepage. Because of the vertical format, your message stays visible as readers scroll down the page. Click-through directly to your website or online version of your current print ad.

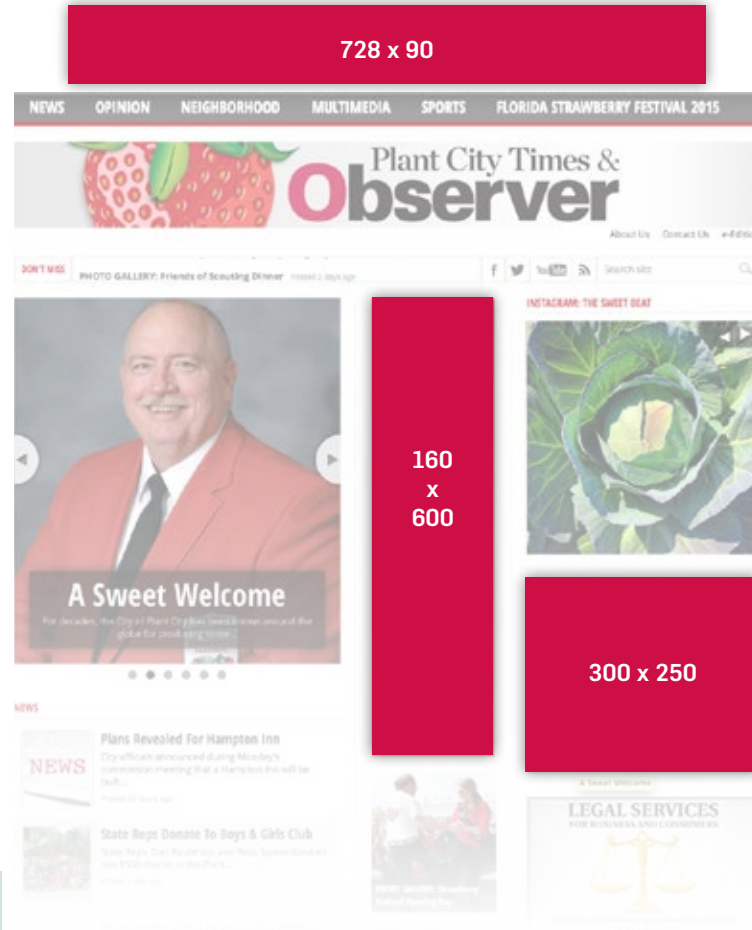
MEDIUM RECTANGLE

300x250 pixels \$75/wk

Be a standout. Surround your ad with the content readers come for on **PlantCityObserver.com**. Your advertising message will be noticed throughout the **PlantCityObserver.com** website (ROS). Expand the reach of your message to a new desirable audience in this visible spot. Medium Rectangles also are available on article landing pages. Click-through directly to your website or online version of your current print ad.

Discounts available to regular print advertisers. 6-week commitments required.

File weight: 30k max • **Format:** GIF, JPEG or FLASH. No click tag, animation or border requirements. For FLASH ads, a static JPEG image of your ad is required. Guaranteed a minimum of 10,000 impressions per month for ROS advertising and 1,000 impressions for targeted advertising.



Plant City Times & Observer

You. Your Neighbors. Your Neighborhood.



2015 | MEDIA KIT

ABOUT US

The *Plant City Times & Observer* is the community newsletter of Plant City. As the leading source for news and information in Plant City, the newspaper stimulates the local economy by promoting products and services specific to the region.

Our free weekly newspaper offers local news and advertising to its readers every Friday in east Hillsborough County. With a circulation of 15,000 copies each week, the paper is available in racks and through home delivery. The paper publishes as a free-standing paper and as a section of the *Tampa Bay Times* in the Plant City area.

The *Plant City Times & Observer's* focus will continue to be:

You. Your Neighbors. Your Neighborhood.

ARTWORK & MATERIALS

The following software programs are used at the *Plant City Times & Observer*. To ensure compatibility, please utilize **InDesign, Illustrator or Photoshop**.

Artwork and Photos | Digital files accepted in TIFF, JPEG or EPS in actual size at 300 dpi or 3x desired print size at 72 dpi. EPS files require TIFF preview and binary coding.

Completed Ads

- When sending a CD, please include a hard-copy printout.
- InDesign files accepted via email (cannot exceed 13MB).
- Pagemaker documents must be converted to PDF documents.
- PDF files with embedded images and fonts require CMYK or grayscale format.

Text | Documents accepted in Microsoft Word in TXT format. (Excel and Publisher documents cannot be accepted.)

Email | Email ads@tampabay.com. Please include your company name, *Plant City Times & Observer* and publication dates in the subject line.

FTP

Upload files to the FTP site.

URL: <ftp://tampabay.com>

Username: **ads**

Password: **photo1**

Web

Advertising upload page.

URL: <http://www.sptimes.com/sendad>

CONTACT

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WHAT WE DO

PLANT CITY TIMES & OBSERVER

- Hyperlocal coverage of Plant City news, sports, people and events, with an emphasis on city and county government news pertinent to Plant City, Plant City schools, prep and youth athletics, and community- and faith-based events.
- Published and distributed **FREE** every Friday and included in the Friday single copy of the *Tampa Bay Times*.
- 15,000 total circulation: 7,500 delivered to homes in selected neighborhoods, 7,500 available in news racks and commercial locations throughout greater Plant City.

PLANTCITYOBSERVER.COM

- Daily, breaking news reports
- Multimedia content including audio and video
- Mobile app for daily updates
- Daily Facebook postings at [facebook.com/PlantCityObserver](https://www.facebook.com/PlantCityObserver)
- Twitter updates from [@PlantObserver](https://twitter.com/PlantObserver) and [@PlantCitySports](https://twitter.com/PlantCitySports)

SPECIAL SECTIONS

Strawberry Festival Guide.....	Friday, Feb. 20
Blueberry Festival Guide.....	Friday, April 17
Summertime Bucket List	Friday, June 19
Football Preview	Friday, Aug. 28
Holiday Guide	Friday, Nov. 20

ADVERTISING INSERTS

- Ads that Stick
 - Custom Inserts
 - Kraft Inserts
 - Pre-printed inserts
- Ask your account executive for details.

Standard print ads

■ Similar ad sizes available in tab format. * Total inches billed.

Annual Frequency*	Open	6 wks	13 wks	26 wks	52 wks	
12 col. x 21.5"	258" *	\$2,580	\$2,193	\$2,064	\$1,935	\$1,767
6 col. x 21.5"	129"	\$1,290	\$1,097	\$1,032	\$968	\$884
5 col. x 18"	90"	\$900	\$765	\$720	\$675	\$617
3 col. x 21.5"	64.5"	\$645	\$548	\$516	\$484	\$442
4 col. x 15.75"	63"	\$630	\$536	\$504	\$473	\$432
6 col. x 10.5"	63"	\$630	\$536	\$504	\$473	\$432
5 col. x 10.5"	52.5"	\$525	\$446	\$420	\$394	\$360
4 col. x 10.5"	42"	\$420	\$357	\$336	\$315	\$288
6 col. x 7"	42"	\$420	\$357	\$336	\$315	\$288
3 col. x 10.5"	31.5"	\$315	\$268	\$252	\$236	\$216
5 col. x 5.25"	26.25"	\$263	\$223	\$210	\$197	\$180
2 col. x 10.5"	21"	\$210	\$179	\$168	\$158	\$144
3 col. x 7"	21"	\$210	\$179	\$168	\$158	\$144
6 col. x 3"	18"	\$180	\$153	\$144	\$135	\$123
3 col. x 5.25"	15.75"	\$158	\$134	\$126	\$118	\$108
2 col. x 7"	14"	\$140	\$119	\$112	\$105	\$96
2 col. x 5.25"	10.5"	\$105	\$89	\$84	\$79	\$72
3 col. x 3.5"	10.5"	\$105	\$89	\$84	\$79	\$72
2 col. x 3"	6"	\$60	\$51	\$48	\$45	\$41

* Frequency discount requires a signed specialty product agreement. Premium positions available based on reservation

Special sections

Includes **full color** and **free design**

Ad size		Rate	
Full page	10.25"	11.1667"	\$645
1/2 page horizontal	10.25"	5.5"	\$445
1/2 page vertical	6.0833"	11.1667"	\$375
1/4 page	6.0833"	5.5"	\$265

Add 10% for premium positions.

Multi-ad discount

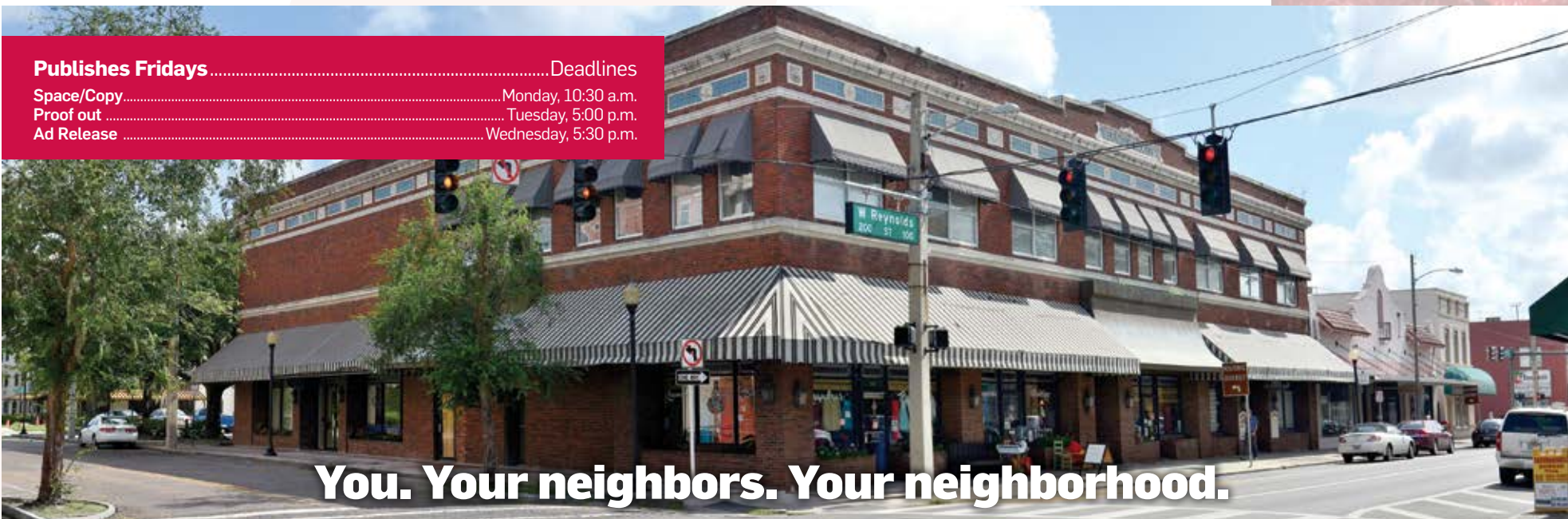
10% off	2 ads in 7 days
15% off	3 ads in 7 days
20% off	4+ ads in 7 days

Discount available for all display ads in daily and weekly sections publishing in the *Tampa Bay Times* and *Plant City Times & Observer*. All ads must be same size and copy. Broadsheet/tab similar sizes (■) qualify.

Color rates

4-color	\$100
Spot color	\$50

Publishes Fridays	Deadlines
Space/Copy	Monday, 10:30 a.m.
Proof out	Tuesday, 5:00 p.m.
Ad Release	Wednesday, 5:30 p.m.



You. Your neighbors. Your neighborhood.

WHO WE REACH

You. Your neighbors. Your neighborhood.
Reaching 30,000 readers each week.

- 87%** Dine out monthly
- 54%** Made online purchases in the past year
- 89%** Made a purchase at a drug store in the past month

- 76%** Shopped at a mall in the past 3 months
- 67%** Own a pet

PLANT CITY DEMOGRAPHICS

Population

• Total population.....	78,054
• Female	50%
• Male.....	50%

Age

• Median age	36.5
• Age 25 to 44.....	26%
• Baby Boomers 45-64.....	25%
• Age 65+	15%

Race

• White.....	59%
• Hispanic	29%
• African American.....	9%

Housing & households

• Total occupied housing units.....	26,670
• Average household size.....	2.88%
• Households w/ children <18.....	38%
• Owner-occupied housing units.....	70%

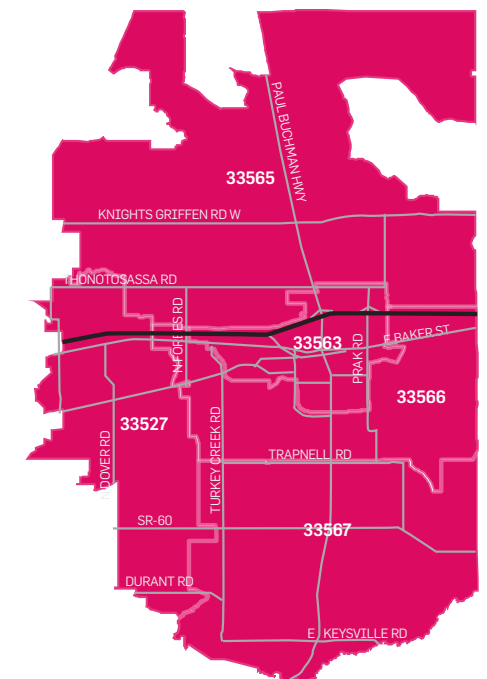
Household income as % of households

• \$35,000 to \$49,999	15%
• \$50,000 to \$74,999	19%
• \$75,000 to \$99,999	10%
• \$100,000 to 149,999.....	9%
• \$150,000 to 199,999.....	3%
• \$200,000 or more	3%
• Median income.....	\$44,209
• Avg. household income.....	\$59,677

WHERE WE REACH

POPULATION, INCOME AND DISTRIBUTION BY ZIP CODES AND NEIGHBORHOOD

- 33563** *Citrus Landing, Country Hills, Doreen Terrace, Four Seasons, Gordon Oaks, Greenland, Historic District, Marrell Park, Oak Pointe Place, Oakwood Estates, Pinedale Estates, Unit 4, Pinedale Estates, Roseland Park*
Population.....26,422
Households.....9,111
Median HH income.....\$37,139
- 33565** *Colonial Woods, Sam Allen Oaks*
Population.....18,102
Households.....6,519
Median HH income.....\$46,484
- 33566** *Walden Lake, Whispering Woods, Wilder Park, Wilder Reserve, Wilder Trace*
Population.....21,444
Households.....7,329
Median HH income.....\$49,993
- 33567** *Magnolia Green, Trapnell Ridge, Westside*
Population.....12,086
Households.....3,711
Median HH income.....\$46,325
- 33527** *Dover*
Population.....3,865
Households.....935
Median HH income.....\$30,856



Sources: 2015 Nielsen SMS Report, 2013 and 2014 Scarborough Report (r2)